

**ENEMY NO. 1  
ON THE HOME FRONT**

23,000,000 persons ill, impaired or defective.

1,000,000,000 person-days lost from work or usual pursuits every year.

\$10,000,000,000 estimated annual cost of accident and ill health.



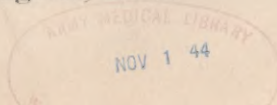
**TO HELP SAVE  
300,000,000 WAR WORK DAYS  
THIS YEAR**

Box 1196  
A "Keep Fit" Educational Program of Personal Health, Safety and Physical Conditioning Which Every Industrial or Community Unit Can Easily and Economically Put to Work

- To Reduce Time Lost from War Work Due to Disability
- To Increase the Physical Effectiveness of All Workers
- To Reach Mothers and Families of Workers
- To Clean Up Illness, Injury and Disability, and Their Causes
- To Make America a Nation of Well, Active, Health-Conscious People

**CHAMBER OF COMMERCE OF THE UNITED STATES**

**Washington, D. C.**





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## **CHALLENGING**

# **"The \$10,000,000,000 Annual Tax *nobody gets*"**

Physical Disability lays a Billion Person-Day loss, a Many Billion Dollar burden, upon America's War Effort and national economy.

This handicap, ranging from acute illness and injury to under-par physical condition, chronic disease and so-called permanent impairment or serious defect, levies upon the Nation's communities, in terms of absence from work and many other direct or indirect forms, an annual loss or "tax" estimated at \$10,000,000,000—a gigantic tax that everybody pays and nobody gets.

In recent decades, the medical profession and the sciences bearing upon health have made the most spectacular progress in all history. We now know how to disarm and defeat many of the diseases usually listed among our first twenty "public enemies."

But with the conditions imposed by the war, health hazards now are greatly increased, in ways too numerous to list—rationing of food and fuel, stress of economic and working conditions, drafting of doctors, nurses and others for front-line service. . . .

It is to meet these threats that Washington has called upon every community to mobilize its home front for Health . . . and in response to this call, that Business, through its Chamber of Commerce of the



## URGE KEEPING WAR WORKERS FIT TO CUT BIG WORK DAY LOSS

WASHINGTON, D. C., June 4, 1942.—Six high officials charged with increasing America's war production today appealed to War Production Drive Committees to keep the American workman fit and healthy to save man hours for victory.

The appeal was signed by Donald M. Nelson, Chairman of the WPB; Paul V. McNutt, Chairman of the War Manpower Commission; Robert P. Patterson, Under-Secretary of War; James V. Forrestal, Under-Secretary of the Navy; E. R. Stettinius, Jr., Lend-Lease Administrator, and E. S. Land, Chairman of the Maritime Commission.

Their joint statement was sent to each labor-management committee in the more than 800 plants which are participating in the War Production Drive. The text follows:

"Sick and injured **war production** workers lose 6,000,000 work-days **every month**.

"We must save as many of those lost days as we possibly can for the Production Drive.

"Only healthy workers can put into the drive what it takes—vigor, staying-power and the will to win.

"It is your job to fight sickness and accidents. See to it that every medical and engineering means of prevention is provided in your plant. Make it a healthful working place.

"Help the men and women in your plant to keep themselves healthy and on the job. You can do this by training them in health conservation and safety as carefully as you train them in efficiency.

"Use your influence to see that your community has an active public health department; enough doctors, nurses and hospital beds to care for your workers and their families. Your Federal and State governments are doing their part. Make sure your community does its part.

"If your plant is not already conducting a sound industrial hygiene program, write to the United States Public Health Service, Washington, D. C., for advice. Do it today. You can't afford to wait. You must act now."

United States, has taken the lead in developing a definite program available to every community.

All members of the National Chamber are vitally interested in Industrial, Community and Individual Health, in the reduction of absences due to health causes—in the abolition of this "tax nobody gets."

Every community, every industry, every insurance company, every commercial enterprise and every taxpayer will benefit immeasurably by the increased physical fitness of the American people.

But how to attack so vast a problem, and to implement and advance the splendid work already being done by scores of specialized organizations now working in the field of Health, Safety and Hygiene?

For some time, those in charge of the new United States Chamber Health Education Program have been studying this situation. They



have met with the leaders of many health organizations. They have considered the health problem as it affects our war effort, and also in terms of peace-time economy. And they have found that the needed link in present efforts for community and industrial health is a means for **continuous, simplified, sound but popularized health education of community leaders, war workers, the average individual and the family.**

With the cooperation of a thoroughly representative Advisory Council, the United States Chamber has accordingly produced and made available to its members and affiliates in all communities, a sound, popular and economical program of general health education.

This program every community may use in its efforts to improve health, reduce war work absences due to health causes, clean up all possible disabilities or impairments, and minimize the occurrence of occupational diseases.

This program effectively gears into the health efforts of all recognized National and community health organizations. It simplifies and at the same time intensifies the war on disease, injury and deficiency which the U. S. Chamber in common with other organizations has been waging for years.

By the aggressive application of this program, it is estimated that the full time of 500,000 to 1,000,000 workers can be added to the war effort, eventually lopping off a material part of "the \$10,000,000,000 annual tax nobody gets."



# 25 Years' Progress in Health NOW THREATENED

<u>"YARDSTICKS" OF HEALTH</u>	<u>IN 1916-18</u>	<u>IN 1940-41</u>	<u>IN THE WAR YEARS 1943-4</u>
Average Life Span	55 years	62 years	?
Death Rate per 1,000	14	10.6	?
Average Hospital Stay (days)	17-20	10	?
Births with Hospital Care	621,896 (1929)	Over 1,200,000 [more than 50% of all births]	?
No. approved Hospitals	89	2,806	?
Hospital Beds Available	612,251	1,226,246 [in registered hospitals]	?
Doctors Available	145,241 of whom 31,000 in Service	180,496*, of whom 42,000 have been called to Armed Services	55,000 or more total to be in War Service before 1944.
Accidents . . . Injury %	(Not Available)	9,400,000	?
Fatal %	85,100 (1918)	102,500	?
Absentees from work due to Illness-Injury	(Not Available)	6,000,000 persons (av. winter day, 1936)**	?
Chronically Ill, Impaired or Defective	(Not Available)	23,000,000 persons***	?

"A major war problem in every community and every industry is: How to control sickness, accident, malnutrition, epidemics—how, with depleted and over-burdened health personnel confronted with unparalleled health hazards, to be assured of the abounding health and driving power to win the war, care for the war injured, and rebuild the National economy."

\*Figures from American Medical Association.

\*\*Estimated 1936. See National Health Survey Bulletin 1, page 1.

\*\*\*Estimated 1936. See National Health Survey Bulletin 6, page 12.



# by WAR'S Problems and Stresses

## 1916-18

Expansion of Modern, Scientific Control over Disease and Injury

Bacteriology  
Biologic and Blood Chemistry  
Chemistry of Drugs  
Dietetics  
Safety Work

## 1941-42

Infectious and Occupational Diseases and Injuries Brought under a Degree of Control

By such means as Blood and Plasma Therapy, "Sulfa" and other Chemicals, Sterile Surgery, Serums, Vaccines and Antitoxins, Oxygen Therapy, Safety Engineering, Scientific Diet, Rehabilitation, etc.

## 1943-44-45

War Hazards and Needs, Absence due to Illness, Epidemics, Physical Incapacity, and the "Wearing-out" Diseases Are Still Major Problems

Cancer  
Heart and Circulatory  
Rheumatic-Arthritis  
Diabetic-Nephritis  
Brain and Nervous  
Poliomyelitis  
Peptic  
Tuberculosis  
Silicosis  
Colds and Respiratory  
Dental and Sensory  
Epidemic  
Deficiency  
Fatigue  
Injury  
Neglect  
War Havoc

25 years ago, the Scientific Method in matters of Health and Treatment was just getting into the saddle. By research, training, cooperation and nation-wide health education, Health made history's most spectacular advances in this quarter century.

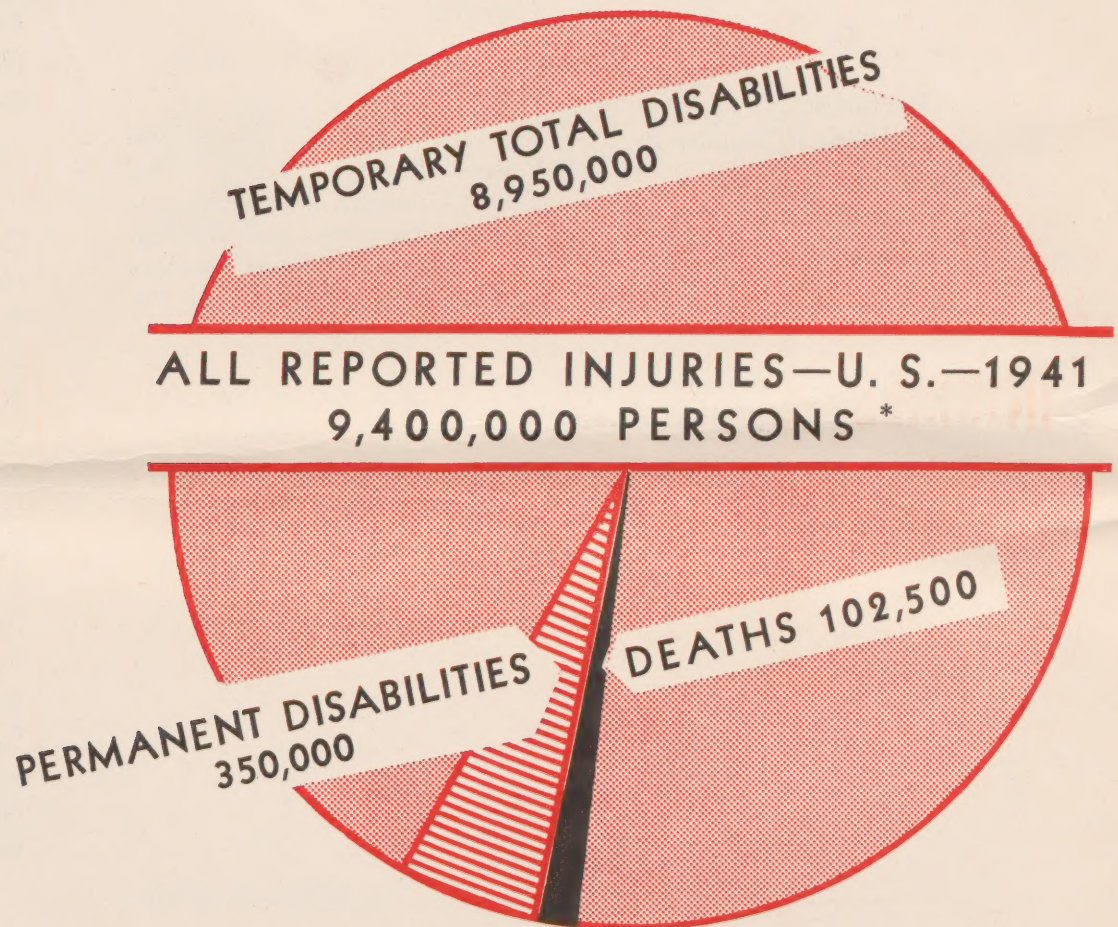
The method and "know-how" are at hand. Can these advances continue under the intensified hazards of the War Years?



# War Program and National Economy RETARDED

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## I ACCIDENTS...



Fatal Accidents in 1941 were up 6% over 1940. Every 5 minutes, one person is killed and 90 injured in accidents in the U. S. A., at a total cost of \$38,000 . . .

In 1941, there was one accidental death in every 342 families; one disabling injury in every 4 families; and the national cost was \$88 per family.

\*National Safety Council, 1942 Accident Facts, p. 58, 67  
Figures include some duplication.



# and IMPERILED by HEALTH DEFICIENCIES

## ACCIDENTAL INJURIES 1941

### OCCUPA- TIONAL

Fatal 18,000

Non-Fatal 1,600,000 \*

Permanent Disability 70,000

Temporary Total  
Disability 1,500,000

### HOME

Fatal 31,500

Non-Fatal 4,650,000 \*

Permanent Disability 130,000

Temporary Disability 4,500,000

### MOTOR VEHICLE

Fatal 40,000

Non-Fatal 1,400,000 \*

Permanent Disability 110,000

Temporary Disability 1,300,000

### PUBLIC

(not motor vehicle)

Fatal 15,000

Non-Fatal 1,800,000

Permanent Disability 50,000

Temporary Disability 1,750,000

### TOTAL

ALL INJURIES 9,400,000 (1 in 14 people)

FATAL 102,500 (1 in 1,300 people)

NON-FATAL 9,300,000

Permanent Disability 350,000

Temporary Disability 8,950,000

Our Armies may take 10 million men—one in 13 among us. . . . But already civilian injuries every year take 1 in 14!

War Death, Wounded, Captured and Missing in the year following Pearl Harbor took about 55,000 men. . . . But in the same year, 102,500 died in accidents.



# II

# DISEASE and DISABILITY

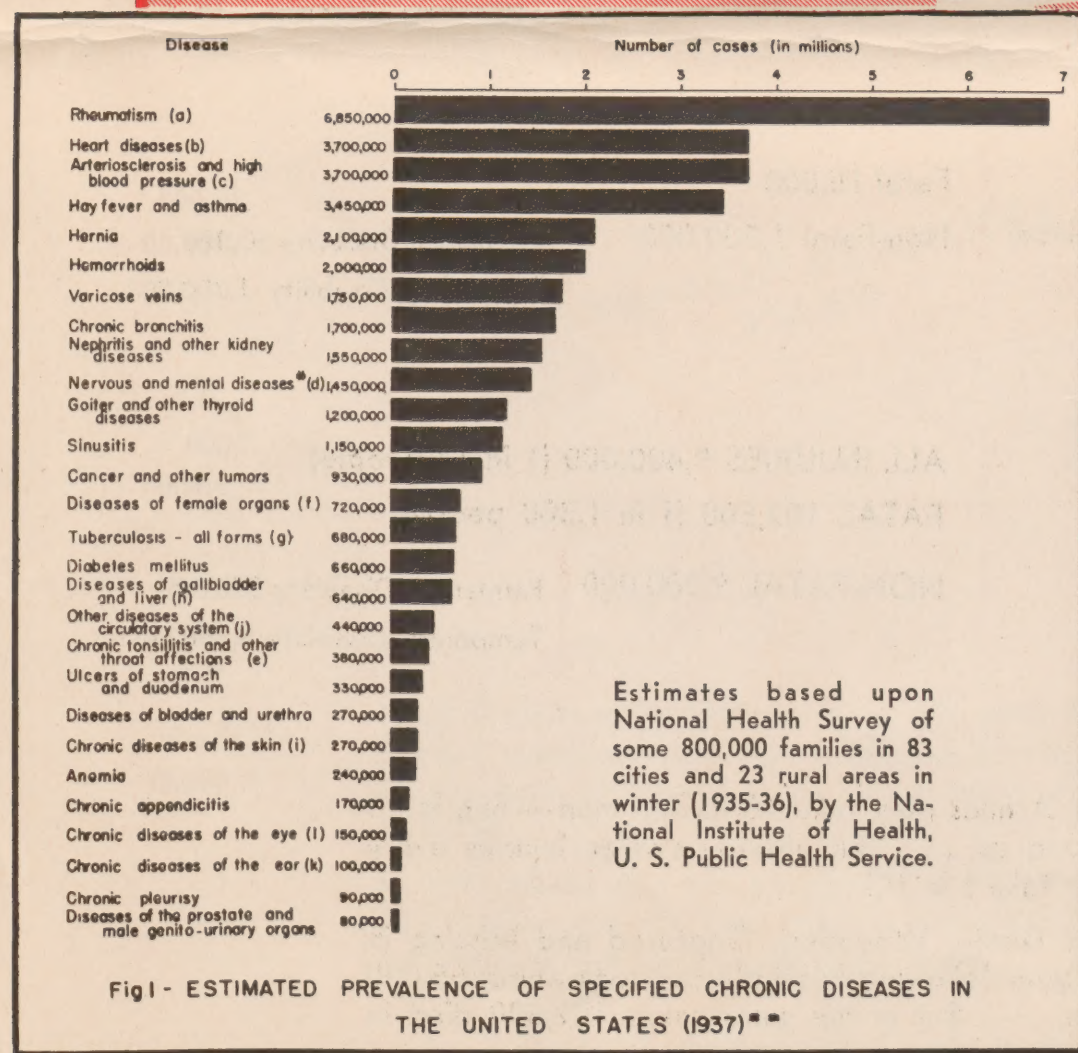
6,000,000 persons unable to work, attend school, or pursue other usual activities each winter day (1935-6), on account of illness, injury or gross impairment resulting from disease or accident.\*

23,000,000 persons ill with colds and respiratory diseases in one mid-winter week (February, 1942).\*\*

23,000,000 persons always ill, disabled, impaired or defective.\*\*\*

1,000,000,000 person-days lost annually (1937) from work or usual pursuits because of chronic diseases, serious impairments and defects.\*\*\*\*

What is the Cost of Illness and Disability? Nobody knows. Figures overlap. Disabled people can sometimes work. People with acute disease can carry on. But these estimates, based on wide-spread surveys, indicate a slowing down of war effort as gigantic as if 5-10% or more of the U. S. were occupied by enemy forces.



\*National Health Survey, Bulletin 1, page 3.  
 \*\*Gallup Poll Survey.  
 \*\*\*National Health Survey, Bulletin 6, page 12.  
 \*\*\*\*National Health Survey, Bulletin 6, page 3-4.





# The \$10,000,000,000 TAX NOBODY GETS

WHAT DOES IT  
COST ANNUALLY  
in Time and Money?

ACCIDENT  
COSTS

TIME

480,000,000 Man Days Lost from War  
Work, sufficient to produce:\*

- 23,000 Heavy Bombers or
- 115,000 Fighter Planes or
- 300,000 Light Tanks or
- 580 Destroyers or
- 69 Battleships

CASH

Wage loss, \$1,950,000,000  
Medical Expense, \$300,000,000  
Estimated Total Direct Costs,  
\$4,000,000,000

DISEASE AND  
DISABILITY  
COSTS

Almost 1,000,000,000 Person Days (All Ages) Lost per year Due to  
Chronic Disease, Total or Partial Impairments and Defects.

6-8 days Chronic and Impairment Absence for every Male  
Worker per year.

10-11 days Chronic and Impairment Absence for every Female  
Worker per year.

Fatigue and Under-Par Condition slowing down the War Efforts  
of Millions.

TOTAL COSTS

\$10,000,000,000 or More Direct and Indirect Cost to our  
National Economy; Death, Disability and Impairment  
of Babies, Youth, Mothers, Workers, Older  
People . . .

Burdens of Care and Expense on Family, Community,  
Industry, Business, Insurance, Government, and  
Taxpayers.

A Drag of perhaps 10% on America's War Effort.

*Lost to Industry*

*Lost Time*

The Present and Prospective Burden of Disease and Injury — in Man Power, Days and Dollars Lost . . . would in a few years go far to Pay the Cost of the War.

\*Including all basic materials, assembly and construction. Figures from 1942 Accident Facts, p. 59, published by National Safety Council, Inc.

*Loss to Workers and Family*

*Lost War Production*

*Hospital Bills*





# and now WAR Tightens the STRAIN on Civilian Health

## GENERAL CONDITIONS

All Living  
Standards  
Declining

Industrial  
Pace and  
Strain  
Increasing

Food, Fuel, Trans-  
port and other  
Health Conditions  
Deteriorating

## FAMILY and HOME CONDITIONS

Larger Percentage  
of Family  
Heads  
Working

Home Care,  
Fatigue, Morale,  
Discipline Present  
Serious New  
Problems

Births for  
1943 Estimated  
up to 3,000,000  
with attendant  
Medical-Health  
problems

## WAR LABOR CONDITIONS

Occupational  
Disease and  
Injury Hazards  
Increasing

Living and Sanitary  
Conditions in  
War Communities  
Topsy-Turvy

Workers under  
Strain, Under-  
nourished, Insistent  
and Critical

## WAR HAZARDS

Sabotage and  
War Raid  
Threats  
Always Present

Epidemic Poten-  
tials in Both  
Civilian and War  
Conditions

Nation Faces the  
Gigantic Health  
Problem of Caring  
for and Salvaging  
the War's Sick,  
Injured and Impaired  
as They Return from  
War Fronts.

For this War of Health on the Home Front, our Civilian and Industrial Population Face the Need for a Period of "Commando" Self-Training, Education and Conditioning.





# HEALTH FORCES on the Home Front

## SERIOUSLY DEPLETED

MEDICAL  
AND  
HOSPITAL  
SHORTAGES  
CAUSED BY  
THE  
WAR

In  
PERSONNEL

42,000 of our 180,000 available doctors  
now in Armed Services

57,000 (total) to be called before 1944

An important percentage (censored) of  
our 77,000 Dentists already in Armed  
Services

An important percentage (censored) of  
our 289,000 Nurses already in War  
Service

Similar conditions as regards Dietitians,  
Hospital Workers, Health Workers.

In  
FACILITIES

New Plants, Equipment and Personnel  
Greatly Restricted.

New Equipment for Existing Hospitals  
Severely Rationed

Many Medicines and Drugs under Ration-  
ing to the Vast Worldwide Priorities of  
War Need.

The Forces of Health are more, rather than less, seriously affected by war than average civilians. In Admiral King's phrase, the War of Health definitely presents the grave problem of "less butter to spread more bread."



# To Meet this CRITICAL . . .

With the Cooperation of  
**THE HEALTH ADVISORY COUNCIL**  
on Community, Industrial and Individual Health

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# WAR HEALTH SITUATION

The U. S. Chamber, with the cooperation of its business membership and of health, commercial, industrial, and trade organizations from coast to coast, has developed a program of Community, Industrial and Individual Health, directed toward the **NATIONWIDE Family-by-Family HEALTH Education of the American people . . . A PROGRAM Designed . . .**

Familiarity with Health Programs—Federal, State, Safety, Hospital, Insurance, School, and other—indicates that in all cases the essential and needed element is community-wide, continuous, popular Health Education and Incentive for the aver-

age worker and his family.

The present program seeks (1) to simplify, unify and encourage Community-wide Health Work, and (2) to reach every worker and family consistently with sound, interesting and helpful Health materials.

To round out and Implement other Programs of Health Education and Incentive.

To Win the Active Cooperation of the Public with the Local Forces of Health.

To Reduce Sickness, Disability, Absence and Under-Par Condition among Workers.

To Vitalize War Work at Full Individual Capacity.

To Make Available to Every Community a Local Health Education Program so Economical that Every Family May Receive It—So Simple, Interesting and Easily Read that Most People will Read It.

To Arouse Every Possible Family and Person to the Importance and Value of Good Health.

To Help and Encourage Everyone to Get Fit and Keep Fit.

**To Reduce the  
TEN BILLION  
DOLLAR TAX  
*nobody gets***



# THE PROGRAM . . . .

Consists of

**5**

Regular UNITS

which combine

wide influence

with **LOW COST**



# **1** A Regular Publication for the Average Worker and Family

A "reader's health digest" of the most interesting and significant health material which research, professional and other groups are developing to arouse Health-consciousness and Health-Safety Cooperation among workers and citizens.

Short, readable articles and dramatic illustrations, can be read in 10 minutes. Approaches health from the individual and family viewpoint.

Attacks the great "bottlenecks" of the health problem, the health causes of absence from work, the seasonal and occupational hazards to health and methods of community cooperation in making your city a better place to live.

Its stories are newsy, professionally correct and cooperative. They combine science, human interest, the urge to health and the how of keeping fit or taking prompt action when illness threatens.

Available in standard quantities of each issue, for distribution by Member Organizations of the U. S. Chamber or other affiliated business and industrial groups.





# MORE MILLIONS OF CIRCULATION

## 2 "KEEP FIT" POSTERS

To be displayed regularly at pedestrian and worker "cross-roads" . . . making millions of contacts and spreading the Inspiration to Health—the invitation to get and read "TEN MINUTES FOR HEALTH."



## 3 Newspaper Releases . . .

One release for every week . . . for editorial use by your local newspapers.

**"THE MALNUTRITION SLOW-DOWN"**

"Everybody has had the experience of slowing down when tired and hungry," said \_\_\_\_\_ name & title \_\_\_\_\_ hospital \_\_\_\_\_

In a talk at (time and place), \_\_\_\_\_ hospital \_\_\_\_\_ personal effort that our Armed Forces are being fed as no other ever was before, in order to build them to a high plateau of fighting power.

Sweeping the country is the movement to stop waste—and particularly to stop food waste, to build up health not only in the Armed Forces but in all civilian life, with wise and scientific food preparation.

He gave 20 rules suggested by Albert M. MacFarlane, Educational Director of the National Restaurant Association, which he felt will interest every housewife:

1. Do not peel potatoes or other root vegetables for in advance of serving or cooking. Any chopping or shredding of the food breaks down the cell walls and hastens the destructive loss of vitamins.
2. Don't chop or shred raw fruit or vegetables long in advance of serving or cooking. Any chopping or shredding of the food breaks down the cell walls and hastens the destructive loss of vitamins.
3. Do not remove an excessive amount of the outer surface of potatoes, carrots, parsnips or turnips. In many root vegetables much of the mineral content and vitamin content lies in or near the skin. For this reason potatoes are best cooked in their jackets.
4. Cut carrots, parsnips and other long vegetables lengthwise rather than in slices or cubes. A lesser amount of nutrients will be dissolved in the cooking water if cut in this manner.
5. Never throw away water in which vegetables have been cooked. Use it in soups, gravies and sauces. This cooking water is as rich in vitamin C as tomato juice and adds flavor to the cooking.
6. Cook vegetables in as little water as possible since many vitamins are soluble in water.
7. Raise the temperature rapidly to boiling point when cooking by boiling. Much of the vitamin content is dissolved and lost when the water is allowed gradually to come to a boil. The use of a steam jacketed kettle gives the best results.
8. Do not use soda in cooking green vegetables. Soda has a destructive effect on all vitamins.
9. Retain the green coloring of vegetables by boiling in an open kettle, timing the cooking.
10. Do not allow vegetables to stand in water.
11. Do not stir air into food while cooking. The air changes the vitamins into other substances while hot.
12. Do not sieve foods while hot. The destruction is accelerated by oxygen.
13. Start cooking frozen foods while the meat is cooking. Frozen foods lose vitamin C if allowed to stand.
14. Serve frozen foods immediately after cooking.
15. Do not fry foods rich in vitamin A, B, and C. Beef liver, fish roe, green peppers, tomatoes, lean pork, chicken and tomatoes.
16. Do not use long cooking processes, and methods prove feasible. The former method is wasteful.
17. Don't allow food, after it has been cooked, to stand. Exposure to air affects the vitamins; color, flavor, vitamins and texture.
18. Never guess fruit or vegetable juice serving. Exposure to air affects the vitamins.
19. Keep leftovers at a minimum. Cooked food loses much of their vitamin content.
20. Do not store food for long periods.

**"There's a Big Victory Job for this Community in the St. Vincent's Hospital"**

Released at Washington that "Six million injured war production workers lose 6 million work-days every month," said administrator \_\_\_\_\_ of the \_\_\_\_\_ Hospital (time, place and date).

Even before the war, civilian deaths and temporary or permanent disabilities were running into staggering totals. Considering like a hundred hurt or disabled each year, one in 3 or 4 thousand kill times have changed greatly, and with them, the percentages of ill injury and disability, both on the road and in factories and homes.

"With the millions of green workers coming into the war industry, accidents are usually less. With the reduction in the number and the speed of motor vehicles, accident rates here should go down. Tail can over the loss in working hours due to preventable sickness and injury. Balance the total of such casualties and disabilities against those of any war, and their seriousness is quickly evident.

Today it is generally recognized that every larger industrial and commercial organization should have its safety engineer, whose duty it is to see that the workers are safeguarded against illness and accidents. It is the cooperative relationship with the community hospital, as the health center of the entire community.

Only healthy workers can put into the drive what it takes—vigor, ingenuity and the will to win. Fight sickness and accidents. "Help workers to keep themselves healthy and on the job. See that your community has health facilities. . . Train your workers in health conservation and safety." So requests Washington in these times of stress.

In closing, Mr. \_\_\_\_\_

Stating that every true American is eager to help with war work or any other really important task that will bring Victory more quickly, Mr. \_\_\_\_\_ of \_\_\_\_\_ hospital \_\_\_\_\_ (time and place), outlined three definite ways in which civilians can actually help the cause of health at the front and behind the lines.

Use of blood and plasma in warfare is now recognized as of enormous importance in lifesaving and recovery from shock, wounds, burns, and any other conditions. To meet this need of a worldwide front, the Red Cross quota has been increased to 3,000,000 pints of blood for the coming year—over 50,000 pints per week. When the call comes for blood donors, if you are in good condition and acceptable, here is a chance for you to serve America—perhaps save a life. The process is not painful. Do not hesitate to do your part.

Also, with countless thousands of doctors required by the Armed Forces, those who stay behind are heavily burdened. Before the war is won, it is estimated that 2 out of every 5 doctors may be called into war service. Obviously those who remain in the community will be burdened beyond human capacity. You and I can help by adhering to these simple rules:

Don't go to the hospital unless it is really necessary. When you do, ask your doctor to see that you are discharged as soon as your condition permits.

For routine matters visit your doctor at his office and keep the appointment to the minute.

In this way the doctor's attention, energy, and the hospital accommodations will be available for those



# FOR HEALTH FACTS AND HELPS

## 4

## PERSONAL and RADIO TALKS

One for each week—for personal delivery by your speakers over local radio stations... also at schools, clubs, meetings of workers, and wherever suitable.

Personal or Radio Talk 2.

### 5 BASIC RULES OF HEALTH

Physical fitness on the home front means better backing for our fighting forces, the head of the National Institute of Life Insurance has recently said. Such fitness, he added, can be had by promoting health activities and observing the basic rules of health. He then outlined 5 basic rules which should be a part of everyone's education.

First of these is the two-word rule: "Eat right."

In these times of high costs and rationed shortages a heavy burden on the housewife and mother. She must not so much in terms of likes or dislikes as of total values.

There are eight basic food groups which should be in every meal. They are:

- Milk and products.
- Oranges, grapefruit, tomatoes
- raw salad greens.
- Green and yellow vegetables.
- Other vegetables and fruits.
- Bread and cereals.
- Meat, poultry and fish.
- Eggs.
- Butter and other fats.

Careful choice of the most economical sources of foods is a study no housewife should neglect.

The next rule is: "Get your rest." Here again the must plan a regular routine that avoids waste of time needed 8 hours of restful sleep. But this does not mean a Spartan program. On the contrary, the next rule is, "Planned work—planned play—planned rest—and no waste the answer here.

What kinds of play? Outdoors, so far as possible the fresh air and invigorating winds. Play that is chaotic, haphazard... Play that refreshes mind and body, gives exercise to muscles rigid from the routine of war work.

A fourth rule is, "Keep clean." Nobody can avoid the enemies of infections and colds. But keeping clean, in air and other contacts, is at least half the battle. Defensive powers of the body can usually cope with the of "strep" or other bacilli. New discoveries are coming the amazing defensive and recuperative powers of the human body. New evidence has just developed to show that infinite antiseptic action on 15 kinds of bacilli with which

Personal or Radio Talk

### MOTHER AND BABY IN WARTIME

One of the great dangers of the war period is that babies and children will be neglected—that their rest, food, nurse and medical care, training and psychological needs may be neglected. There is the danger, too, that mothers will be up and about too soon, or return to work before they are fully recovered.

To avoid these permanent injuries that mothers and babies might suffer, it is necessary for every mother and her home helpers to study the problem of infant care, so that they may follow the physician's instructions and carry on with a minimum of his invaluable time.

Only by such study can the family—the mother and child—become self-sufficient units in these times of emergency.

It is with this thought in mind that we offer the following authoritative suggestions, which are quoted by permission from the infant care literature of the Metropolitan Life Insurance Company:

Baby's Eyes should be cared for as soon as baby is born. Silver nitrate should be put into the eyes to kill any germs which may have entered the eyes during birth. This will in most cases prevent a disease called "baby's sore eyes", which causes a great deal of infant blindness. Every parent should make sure this treatment is given.

In giving a baby a crib, give him in his carriage from the glare of light shining on him.

Regarding baby's teeth, I do not see how the mother's teeth, the teeth of the adolescent, fruit and by the way, supply the good germs.

Be sure baby is born with normal

### Safety Program in War Work

Especially is this true of health care. Especially is this true of health care. Especially is this true of health care. Especially is this true of health care.

Realize how urgent the call is to economic services, one institution has

es if service can be handled in office home service can take over, and to dis- ance if necessary, after a safe minimum

- 6 days
- 8 days

estimate that America will need 60,000 instruction, 21,000 students will be next 3 years -- an all-time record.

year ending June 30, 1942, 45,000 student year, 55,000 young women are needed for months, according to present government

planned and new facilities planned. Refreshers effectively.

## Community, Industrial and Individual HEALTH BULLETIN

## 5

## And to Make Your Community Health Program More Effective...

In each regular shipment, your organization will also receive a special Bulletin of suggestions and directions to assist your group in making the Health program more effective.

This Bulletin will digest facts from the work of recognized national health organizations, the successful experience of other communities and resultful ways to use the materials supplied.

THE HEALTH ADVISORY COUNCIL  
of the  
CHAMBER OF COMMERCE  
OF THE UNITED STATES

Washington, D. C.



"E Pluribus Unum"

# DEMOCRACY'S WAY TO HEALTH

## PUBLIC HEALTH OFFICIALS

Regulation • Sanitation • Prevention  
Safety

Health Surveys and Statistics

Red Cross and Public  
Health Nursing and Nurse  
Training Services

Civilian Defense and  
Emergency Services

Life Insurance  
Examination and Health  
Work

Automobile and other  
Accident Insurance

\* \*  
Safety Work

### COMMUNITY HEALTH EDUCATION

Sponsored by The Chamber of  
Commerce of the United States  
and Your Chamber of Com-  
merce or other community  
Business-Industrial Group, tying  
together and facilitating the  
efforts of all local Health Forces

Directed to  
The Community as a Unit,  
The Worker and his Family,  
Mother and Child,  
Young People,  
Rejected Draft-Age Men,  
The Elderly

### PURPOSES

To arouse the Individual Will-  
to-Health.  
To Guide the Worker's Efforts  
to Build up Health and Min-  
imize Defects or Disabilities.  
To Reduce Absences from  
Health-Accident Causes.  
To Increase Individual Vigor  
and Efficiency.  
To Reduce the Cost of Illness  
and Accident.  
To Help All America **Get Fit  
and Keep Fit.**

Entry and Salvage Work  
of Medical Examiners for  
Armed Forces

Industrial and other  
Organization Doctors and  
Nurses  
Physical Examinations  
Working Conditions  
First Aid  
War Work  
Absences due to Health

School Nurse and  
Physical Education  
Programs

### Special Groups

\* \*  
Cancer  
Heart  
Tuberculosis  
Syphilis  
Industrial Hygiene  
Occupational Diseases,  
Etc.

## Families make up Communities . . . Communities make up the Nation

For permanent progress in Na-  
tional Health, each Unit Com-  
munity must be brought up to  
the higher standard of Health,  
Immunity, Sanitation, Safety and  
Vitality.

Already the official and profes-  
sional forces are working to-  
gether toward this end.

The present program seeks to  
make every industry, worker,  
mother and family actively  
health-conscious and coopera-  
tive.

"No community can continue  
half well and half diseased."

Physicians and Surgeons

## COMMUNITY HOSPITALS

•                      •                      •  
Staff Doctors    Research and    Nurses  
                         Laboratory

### INPATIENTS • OUTPATIENTS • GENERAL PUBLIC

Diagnosis  
First Aid  
Medicine  
Surgery

Obstetrics  
Dietetics  
Child Health  
Old Age



# HOW YOUR COMMUNITY MAY PARTICIPATE IN THIS WAR-TIME HEALTH PROGRAM

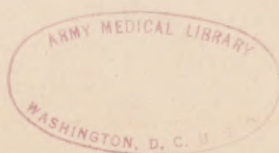
All member organizations and affiliates of the U. S. Chamber—and any other properly qualified communities, industries or groups—are invited to help extend the influence of this program.

The plan is simple, economical and easy to apply. Its application makes all workers and citizens more alert, informed and cooperative on health issues. This is the American way, by which popular support is assured for the common good. No comparable investment can possibly yield as great returns in community and national welfare. Health—dominant, "contagious" health—is basic.

Will you join with us? Then simply fill in the brief form attached. On receipt of it, we will send you all essential details—as to coverage, proper use, cost—and the interesting merit awards to be made to all who use the program effectively.



THE HEALTH ADVISORY COUNCIL  
ON COMMUNITY, INDUSTRIAL AND INDIVIDUAL HEALTH  
of the  
CHAMBER OF COMMERCE OF THE UNITED STATES  
Washington, D. C.





# ON WAR'S HOME FRONT



A major war problem faced by every American community and industry is: how to control sickness, accident, malnutrition, epidemics—how, with depleted and over-burdened health personnel confronted with unparalleled health hazards, to be assured of the abounding health and driving power to win the war.

One important principle in dealing with the problems of health in any community or industry is to interest the individual citizen or worker in getting fit and keeping fit.

THOMAS PARRAN, *Surgeon General*  
United States Public Health Service